



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Waterfront Strategies**  
**Attention: Accounts Payable**  
**1010 Wisconsin Avenue, Suite 800**  
**Washington, DC 20007**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
953199-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
House Majority PAC	HOUSE MAJORITY PAC	1805

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	953199	06320083

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	79	86

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/25/12	09/28/12	10-11a Anderson Cooper 10-11a		-TWTF--	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/28/12	10:37 AM	10-11a Anderson Cooper	10-11a	:30	HMP12-FL18-T02H	\$275.00 NM
2	09/25/12	09/28/12	Nightline	11:35-12:05AM	-TWTF--	:30	1	\$650.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/28/12	11:56 PM	Nightline	11:35-12:05AM	:30	HMP12-FL18-T02H	\$650.00 NM
3	09/25/12	09/28/12	WPBF News 25 @ Noon 12pm-1230pm		-TWTF--	:30	1	\$400.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/26/12	12:21 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	HMP12-FL18-T01H	\$400.00 NM
4	09/25/12	09/28/12	M-F 3-4P	M-F 3-4P	-TWTF--	:30	1	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	09/25/12	3:56 PM	M-F 3-4P	M-F 3-4P	:30	HMP12-FL18-T01H	\$450.00 NM
5	09/25/12	09/28/12	Dr. Oz	4-5p	-TWTF--	:30	1	\$550.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/28/12	4:55 PM	Dr. Oz	4-5p	:30	HMP12-FL18-T02H	\$550.00 NM
6	09/25/12	09/28/12	WPBF News 25 @ 5am 5-530am		-TWTF--	:30	1	\$200.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/27/12	5:10 AM	WPBF News 25 @ 5am	5-530am	:30	HMP12-FL18-T01H	\$200.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

# INVOICE



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**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
953199-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
House Majority PAC	HOUSE MAJORITY PAC	1805	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/25/12	09/28/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	1	\$200.00	NM
Class of Time - Fixed Non Pre-emptible									
7	09/25/12	09/28/12	M-F 5pm News	5-6pm	-TWTF--	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	09/25/12	5:53 PM	M-F 5pm News	5-6pm	:30	HMP12-FL18-T01H	\$600.00 NM
8	09/25/12	09/28/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$300.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/28/12	5:56 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	HMP12-FL18-T02H	\$300.00 NM
9	09/25/12	09/28/12	WPBF News 25 @ 6:00PM	6-6:30PM	-TWTF--	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/26/12	6:28 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	HMP12-FL18-T01H	\$1,000.00 NM
10	09/25/12	09/28/12	Wheel Of Fortune	7-7:30PM	-TWTF--	:30	1	\$1,800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	09/25/12	7:18 PM	Wheel Of Fortune	7-7:30PM	:30	HMP12-FL18-T01H	\$1,800.00 NM
11	09/25/12	09/28/12	Jeopardy	7:30-8PM	-TWTF--	:30	1	\$1,900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$1,900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/27/12	7:52 PM	Jeopardy	7:30-8PM	:30	HMP12-FL18-T01H	\$1,900.00 NM
12	09/29/12	09/29/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----1-	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/29/12	6:09 AM	Sat 6-7am News	Sat 6-7am	:30	HMP12-FL18-T02H	\$200.00 NM
13	09/30/12	09/30/12	Sun 5-6am News	Sun 5-6am	-----1	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----1	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/30/12	5:29 AM	Sun 5-6am News	Sun 5-6am	:30	HMP12-FL18-T02H	\$75.00 NM
14	09/30/12	09/30/12	Sun 6-7am News	Sun 6-7am	-----1	:30	1	\$125.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----1	1	\$125.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/30/12	6:29 AM	Sun 6-7am News	Sun 6-7am	:30	HMP12-FL18-T02H	\$125.00 NM
15	09/30/12	09/30/12	Sun 630pm News	630-7pm	-----1	:30	1	\$750.00	NM
Class of Time - Fixed Non Pre-emptible									



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# INVOICE

<b>Invoice #</b> 953199-1	<b>Invoice Date</b> 09/30/12	<b>Invoice Month</b> September 2012	<b>Invoice Period</b> 08/27/12 - 09/30/12
<b>Advertiser</b> House Majority PAC	<b>Product</b> HOUSE MAJORITY PAC	<b>Estimate Number</b> 1805	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	09/30/12	09/30/12	Sun 630pm News	630-7pm	-----1	:30	1	\$750.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----1	1	\$750.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Su	09/30/12	6:29 PM	Sun 630pm News	630-7pm	:30	HMP12-FL18-T02H	\$750.00 NM
16	09/25/12	09/28/12	M-SUN WPBF News 25 @ 11-11:35PM		-TWTF--	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	1	\$1,000.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	F	09/28/12	11:30 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	HMP12-FL18-T02H	\$1,000.00 NM
<b>Total Spots</b>							<b>16</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$10,275.00</b>
<u>Agency Commission</u>	<b>\$1,541.25</b>
<u>Net Amount Due</u>	<b>\$8,733.75</b>